

SCHNEIDERS

famous for quality 1890-1965

file

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our creed



A firm belief in the competitive
system of free enterprise, wherein the oppor-
tunity to earn profits is essential to economic
progress.
To conduct and manage our business dealings
with our employees, suppliers and customers
in a manner to reflect credit on our Company,
our Industry and our Country.

https://archive.org/details/Schn2690_1965

a way of life...a way of business



HIS company's business policies have their source in what was a way of life for John M. Schneider, the founder. It involves a firm belief in Christian principles and their application to everyday living. He placed strong emphasis on man's responsibility to his family, his church and his employment. He had a sincere interest and true concern for the individual. This emphasis on people has been responsible for the growth and development of an organization that is both human relations and market oriented. He believed in full employment, promotion from within and participation of employees in as many ways as possible, even to ownership of

company stock. These policies are tangible evidence of a respect for and faith in fellow employees. Their effectiveness is reflected by the high degree of responsibility which each employee feels to his work and to the company. This respect and recognition of inter-dependence had much to do with the establishment, by employees, of the Schneider Employees' Association, an independent union certified by the Labour Relations Board of Ontario. Service and quality are the keystones in the foundation of the business. They provide satisfaction, pride and meaning to our endeavours. Growth of the business has been gradual and

has come from reinvested profits and from the personal savings of the Schneider family and employee shareholders. J. M. Schneider claimed that his credit was always good because he never used it.

Down through the years, the inevitability of change has always been accepted as one of the requirements in providing our services to the community. This has led us into continual improvement and a youthful approach. Present management, which includes three members of the third generation of Schneiders, recognizes the soundness of the philosophies of our founder and feels the best tribute that can be paid is to continue these in the future.



John Metz Schneider in year he founded company.

the founding years...a family's enterprise



IN the spring of 1890, a 31-year-old Kitchener-born button factory employee came to what in retrospect was a momentous decision. Pressed to support a family of five on his dollar-a-day-wage, John Metz Schneider invested a painstakingly acquired nest-egg of \$300 in self confidence as a businessman and his mother's recipe for home-made pork sausage.

Seventy-five years and three Schneider generations later, the family name is synonymous with quality products wherever the distinctive Schneider label is displayed; and with sound business judgement and advanced techniques throughout the meat packing industry.

J.M., as he became to all who knew him, grew up on a farm near Kitchener (then Berlin, Ont.). His father, Johann Christoff Schneider, a German-born carpenter who came to Canada on his own at age 16, established the homestead shortly after his first son was born. The eldest of nine children, J.M. during his early years helped his father in clearing and cultivating their 100 acres of virgin farm land. Married when he was 21 to the former Helena Ahrens, also Kitchener-born and of German extraction, J.M. left the farm for a job in the then thriving button manufacturing industry. Ten years later, the young family had built a home of their own in Kitchener.

The Schneider business venture was from the start a family enterprise. J.M.'s wife not only assisted in making and selling products, but also boarded some of the firm's early employees in their home – this in addition to raising a family of four sons: Charles, Herbert, Norman and Fred; and a daughter: Emma Louise, now Mrs. W. V. Siegner.

J.M. left an indelible mark on the organization he founded.

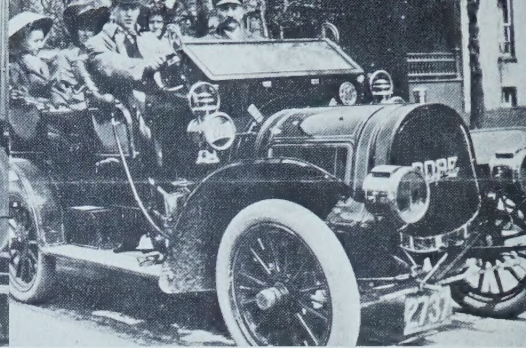
His insistence on a quality product won early recognition and a steady demand for the first Schneider sausage he himself sold door to door. It was an insistence which became a company creed.



J.M., bookkeeper and plant at turn of century.



Wilhelm Rohleder, J.M. and Hugo Schoeneich at plant picnic.



Fred Schneider at the wheel, J.M. at his side.

It was a long time before the company's reputation of government inspection, "quality control" as J.M. knew and practiced it in his growing operation was a simple matter. His still ingrained rule for Schneider employees: "Don't make a job you would not eat it yourself or serve to your family."

His patient, pay-as-you-go approach led J.M. to the company's 100th birthday at the button factory celebrating 100 years in 1965 when he nurtured his part-time enterprise to a full time business. It was the approach he maintained throughout his life and which marked this as an organization whose staff could act on its own merits.

Through sound business judgement, J.M. made a deep distinction between prudence and

progress-shackling timidity. His conviction that better methods meant better business was evident in the company's early move to mechanical refrigeration – in 1910 – and is reflected in the modern plant and advanced techniques through which Schneiders maintains its position in the industry in 1965.

J.M.'s approach and methods attracted to the Schneider organization its most precious asset – dedicated employees. Craftsmen in their areas of responsibility and recognized as such, they made and make a vital contribution to the company's operations.

Among the earliest was Wilhelm Rohleder, a German immigrant with a genius for sausage making who joined the fledgling firm in 1895

and added substantially to the product line. It was an association which lasted for more than 45 years during which the extremely conscientious Rohleder could rarely be persuaded to leave his post, even for a holiday. The Rohleder formulas for sausage making and meat curing were for the better part of that time filed in their creator's head. Finally committed to paper, they still provide the basis for a distinctive Schneider line, an indication of his unique gift for the use of seasonings. J.M. maintained an active role in his company during more than half a century. When he died in 1942 he was mourned by over 800 employees and a community which had lost one of its more dedicated citizens.

the second generation...building a tradition



SCHNEIDER quality products from the outset found a steadily expanding market. Shortly after the turn of the century the initially part time enterprise was a sound, prosperous business in which the founder's four sons began to play roles that were to be their lifetime careers.

Charles, Herbert, Norman and Fred Schneider learned the business from the ground up. With J.M. and a nucleus of loyal employees, who were treated in many respects as part of the family, they devoted themselves to development of an organization in which each could take personal pride.

Fred, the first to join the firm full time, worked wherever he was needed. As the business grew

he directed his efforts to office routines and financial and administrative operations. A consistently increasing demand for Schneider products was in part a reflection of Fred's move to give the company its first formal sales organization and expand its marketing area. This meant a need for more raw product, and in the livestock buying area as well Fred directed expansion. As the business progressed he gradually took more and more of the work load in the overall administrative area and became the company's President when his father died in 1942.

Norman came to the company full time in 1910, after five years as an apprentice mechanic. This background, which he supplemented by

obtaining a stationary engineer's certificate, was invaluable in the maintenance and development of efficient production facilities. First major project under direction of the company's new plant engineer was installation of a mechanical refrigeration system – a big step forward for the day. This was followed by conversion to a boiler system to replace the wood-fired kettles then used for cooking and rendering. Still active as Schneider senior Vice President, Norman over the years supervised establishment of what is recognized as one of Canada's most modern meat packing plants.

Herbert, J.M.'s second son, completed a course in a local business college and took charge of

the business office. His death, at age 19 of typhoid, was a severe blow. A quiet, serious young man, he gave every indication of being a second J.M.

To Charles fell the task of matching the company's shipping and distribution capability to an expanding market and growing productivity. Here again the company was in the vanguard as one of the first in the Kitchener area to switch from horse-drawn delivery carts to motorized transport shortly after 1910. Emphasis on prompt service to outlets and a determination to supply customers with what they had come to expect from Schneiders, became part of a firmly entrenched policy carried on after Charles' death in 1945.

An important addition to the group in these early years was Harry H. Schmidt, who joined the firm in 1907 and eventually took over bookkeeping responsibilities when Fred concentrated on the general administrative area. Although retired from his post as Secretary-Treasurer since the early 1950's, Mr. Schmidt is still an active member of the Schneider Golden Age Club.

While each of the Schneider boys eventually assumed an area of specific responsibility, operations in these years were still to a large degree a team effort. Management and employees

were familiar with the overall system, and were encouraged and expected to make suggestions. At the helm there remained J.M., still on a first-name personal basis with every employee and genuinely interested in their welfare.

By the early 1920's the Schneider team had reached maximum development capability at its initial "home" plant site. J.M.'s natural caution called for deep soul searching and careful analysis, but the path to further progress was clearly defined and plans were laid for construction of a modern new plant at the present Courtland Avenue location, about half a mile east of the original plant.

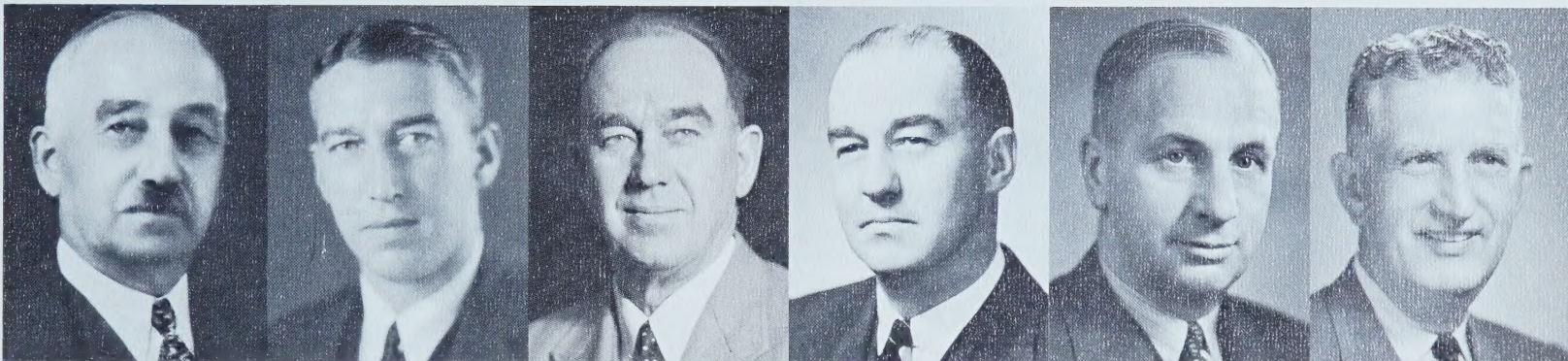
Additions to the team in this period were many, some among them destined to make key contributions to development.

One of these was Howard A. Volker who joined the firm in 1921 to manage growing Toronto sales. An astute businessman whose keen sense of humour and enduring consideration for others were in the tradition of the Schneider organization, his abilities were quickly recognized. Appointed the company's Sales Manager in 1924, he served during some of the firm's most critical – and rewarding – years of growth. He was promoted to General Manager in the late 1940's and was Vice President at the time of his death in 1958.

J. Douglas Small, President in its 75th anniversary year, came to the company in 1926 as a salesman in the Toronto area. Moved to Kitchener head office in 1947 as Assistant Sales Manager, he became Sales Manager when Mr. Volker was named General Manager. He later took over as Vice President and General Manager and was appointed President of the company when Fred Schneider gave up that post to become Chairman of the Board in January of 1963.

There are, of course, a number of others who gave years of dedicated service to the company. Their individual contributions are well-known to anyone familiar with the development of the Schneider company.

These are the men who provided the organization with leadership during its years of major growth. Acutely conscious of their responsibilities to fellow employees and customers, they led the firm on a path of steady expansion, with each forward step solidly based on achievements of the past. Among their co-workers a host of others responded to management's sound direction with vital individual contributions and an overall determination to put their personal endorsement on the Schneider "Famous for Quality" label.



John Metz Schneider

Charles A. Schneider

Norman C. Schneider

Fred H. Schneider

Howard A. Volker

J. Douglas Small

the tools of a trade...product and productivity



J.M. established his original "plant" in the basement of his home. It was typical of his approach that when growing demand made additional facilities a must the "new plant" took the form of a house back next door, on the theory that whatever the future his family would always have a roof over their heads.

Set up piecemeal over the years, production facilities were at capacity and overstrained by market demand of the early 1920's. The new plant planned for a nearby Courtland location and, in effect, the company had earlier set in motion that has incorporated some of the latest conservation techniques and permitted growth of facilities for one of Canada's most efficient meat packing operations.

Efficientest possible construction allowed for flexible use of space and easy addition to an original minimum soundness of these latter provisions have been demonstrated in the major alterations to plant capacity which came in 1940, 1949, 1951, 1960, 1961 and over the past three years.

It was a measure of Schneider efficiency that the move to new quarters in 1924 was accomplished without missing a single production commitment or customer delivery as the ground from 1912 to the time the new plant was built in 1924, employment involved grew from about 26 to approximately 150. Occupied floor space of the new facility was 100,000 square feet, a far cry from the former of J.M.'s home where it had all

begun just over a quarter of a century earlier. The new facilities provided the tools necessary for further efficient development and growth. Employees were equal to the challenge. Results during the 1930's provided a yardstick to their achievement. In the universally "hard" years in which a number of competitors struggled with ledgers in the red, the Schneider organization took heart in a small profit. The depression years brought J.M.'s enduring concern for the people he worked with into sharp focus. Largely at his instigation, management, with the co-operation of all employees, geared its operations and shifts to a schedule under which everyone retained their jobs.

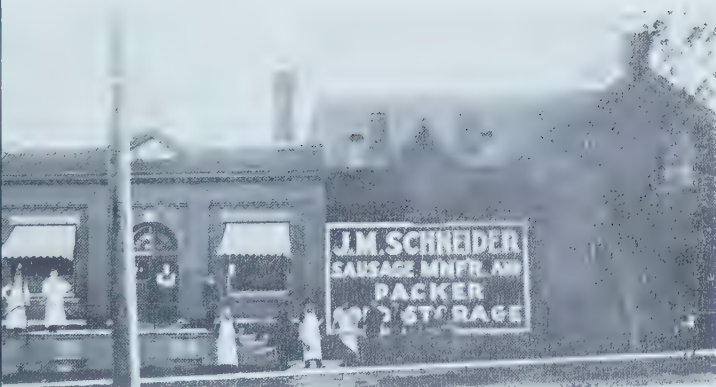
In 1933, federal government inspection was acquired, under which processing operations are supervised by inspectors of the Department of Agriculture's Health of Animals Branch, who administer regulations under the Meat Inspection Act and the Food and Drug Act. The move greatly expanded the company's potential marketing area, including for the first time the opportunity to ship to Europe. During this period the firm also broadened its product range by initiating production lines to handle beef cattle, poultry, eggs, butter and cheese as well as hogs. Livestock supplies in the early days came from farms in the immediate Kitchener area, with J.M. himself arranging the purchase. His emphasis on quality across the board was

reflected by his willingness to pay the premium sometimes necessary to put the Schneider label on the best animals.

J.M. and those who followed him have recognized that their success is in no small measure the result of immediate access to an excellent source of supply for raw product. Waterloo County, rated among the finest agricultural districts in Canada is one of the country's greatest producing areas for quality hogs and livestock. This company has been proud to identify itself with the produce of local area farms through adoption of the well-known Schneider Dutch Girl trade mark, symbolizing the Pennsylvania Dutch origins of many of the farmers with whom the firm has been doing business for three-quarters of a century.

The Schneider organization, for its part, plays a vital role in the business life of the farm community, providing as it does an important cash market for all types of agricultural produce. Seventy per cent of this company's total annual sales is paid out to farm produce suppliers.

The current operation draws its livestock from more than 3,000 farms. Rated capacity of present facilities is 380 hogs, 30 cattle and 3,000 chickens – per hour. More than double the capacity of a decade ago, it indicates the expansion which has taken place since the facilities were first opened in 1924 at a capacity of 1,000 hogs per week.



1909: Schneider facility at its original site.



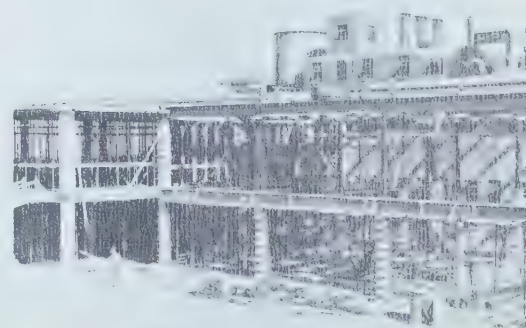
1918: Abattoir, first building at present location.



1920: Among Kitchener's first truck transports.



1924: Construction work at the new Schneider plant.



1965: Beef dressing facility, capacity 30 head per hour.



keeping the pace...quality in volume



HE Schneider plant in 1965 is one of Canada's most modern meat packing complexes, housed in just short of eight acres of floor space. Emphasis is on quality and efficiency in all phases of the operation. The product line is one of the widest in the farm produce processing and marketing industry. The company's product list covers upwards of 350 distinct types of farm produce. Schneider meats include pork, beef, veal, lamb and poultry in a broad variety of forms – fresh, processed, fast frozen, cured, canned, cooked, or where necessary custom butchered and cut for domestic or commercial consumption. Facilities include refining and processing equipment for the production of the highest quality lard and shortening. Eggs and butter are also available under the "Famous for Quality" label and a variety of cheeses are produced in the company's modern cheese factory at

nearby Wellesley, Ont.

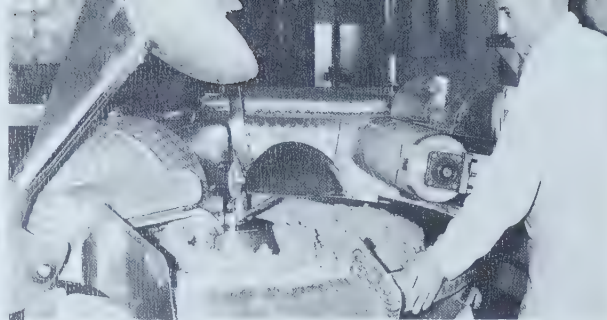
A staff of a dozen government inspectors are strategically located throughout the plant to inspect all production.

More than 1,350 employees work with the most up-to-date tools and equipment available to their trade. Backing them up is an expertly staffed testing and research laboratory where current lines are constantly checked against rigid standards, and new products and techniques development is a full-time assignment which has resulted in a number of Schneider firsts in its industry.

In this last regard, the company has throughout its 75 years been most fortunate in its relations with firms supplying processing and packaging equipment. Their co-operation has been wholehearted; their contributions to development of the Schneider operation have been many and varied.



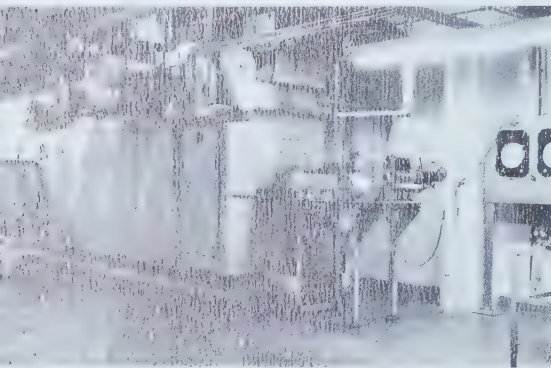
Master butchers handle 300 dressed hogs per hour.



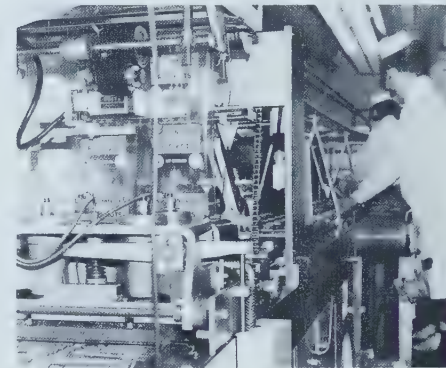
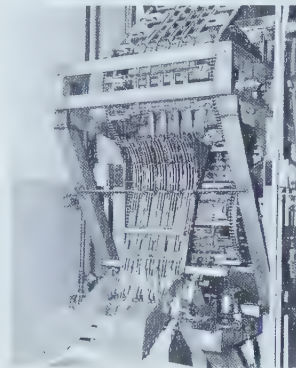
Tasty sausage ingredients blended to precise formula.



Stuffing famous Schneider country pork sausage.



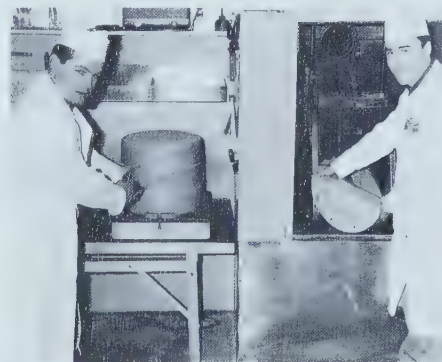
Continuous wiener machine links, smokes, cooks, chills and peels 9,600 wieners per hour.



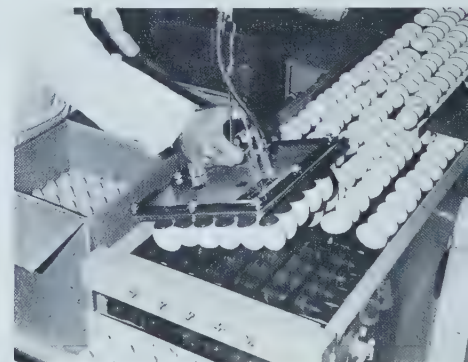
Popular "Red Hot" wieners at 60 packages a minute.



Schneider cheese factory at Wellesley, Ontario.



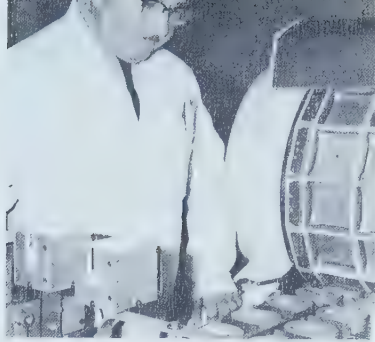
Schneider cheese carefully aged to its tasty best.



Egg washer and grader, 3,600 eggs per hour



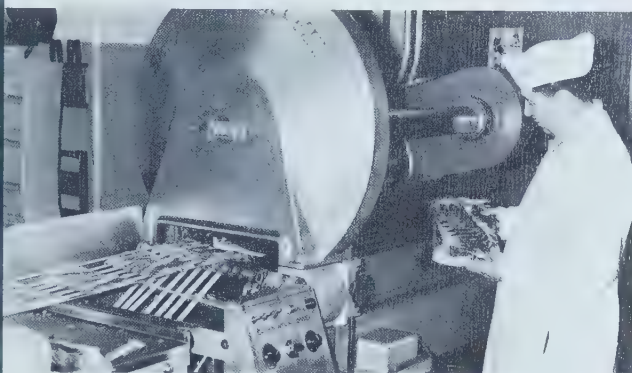
Spiced ham loaf to smoke house.



Vacuum packaging Schneider sliced bologna.



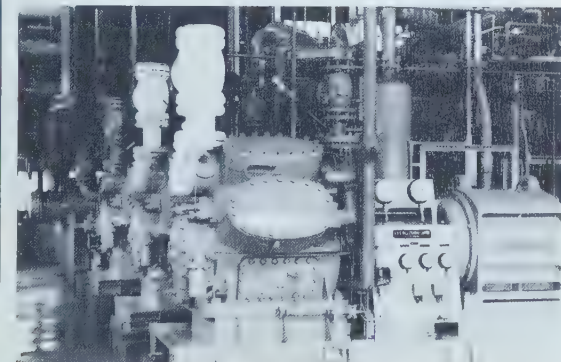
Automatic chub machine turns out 45 units per minute.



Precision bacon slicing on production run.



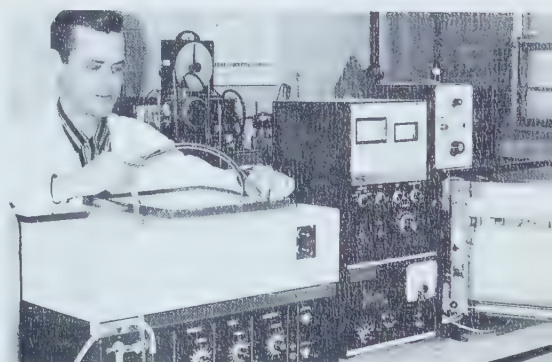
Side bacon is carefully graded and checked.



Main refrigeration units have 1000-ton-a-day capacity.



Random sample is tested against rigid standards.



Gas chromatograph maintains precise quality control.

serving the market...what they want,when they want it



J.M.'s early recognition of the vital importance of dealers as an avenue to consumers laid the cornerstone for the Schneider marketing organization of 1965.

The nucleus of shops carrying the comparatively limited line of Schneider products at the turn of the century has become the network of approximately 10,000 dealers through which the company reaches its 75th Anniversary year consumers. Among them are small shops which have done business with Schneiders for more than half a century, as well as some of the newest of the modern supermarkets which have revolutionized food retailing. For all of them, Schneiders aim at prompt, efficient service which will provide the products wanted, when they are wanted, in plant-fresh condition.

The marketing area now includes all of

southern Ontario and northern Ontario as far west as Kapuskasing and the Lakehead, as well as Montreal and centres in northwestern Quebec. In addition, a limited amount of product is shipped to Quebec City and the Maritimes.

There is a growing export business to Detroit, Buffalo, Rochester and New York City in the U.S., and to Bermuda, the Bahamas and the British West Indies.

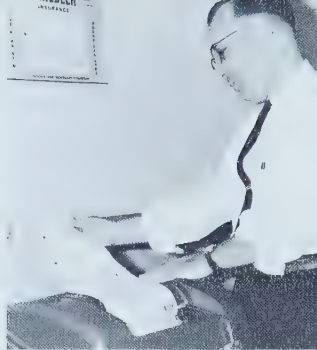
To achieve its servicing goal the company relies first and foremost on a dynamic sales force whose members know their territory and can anticipate requirements. Backing them are modern electronic communications and order processing systems geared to handle thousands of orders a day, and a shipping and transport section which can move up to 25,000 pounds of product an hour.

The packages in which Schneider products reach the market are designed to a standard in which preservation of product freshness, convenience to consumers and product identification are prime considerations. Latest breakthrough in packaging has been the development of a quick and easy opening tear strip for vacuum packages, an exclusive which the company is now making available to the industry.

Long term association between the company and many of its dealers is evidence of mutual satisfaction. Management has never lost sight of the vital role played by the company's dealers and agents in the marketing of its products. Without their support and co-operation over the years, Schneider growth would have been impossible.



Portion of early Schneider truck fleet.



Sales Mgr. Reg Wand checks orders.



Efficient conveyor system in shipping warehouse.



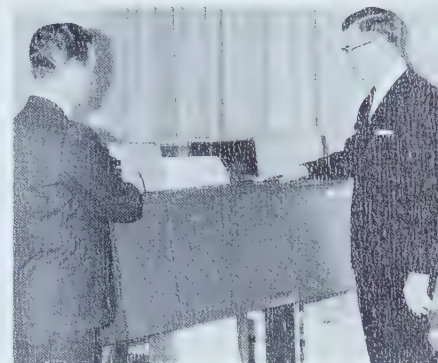
Completed orders in assembly area.



Part of Schneider's varied fleet of 35 delivery units.



Colorful store display.



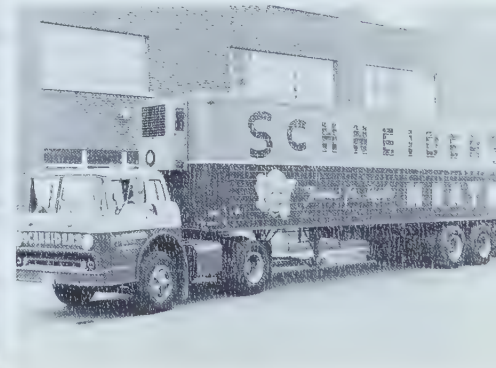
Computer installation will boost efficiency.



Well equipped office geared for speedy processing.



Staff cafeteria offers wholesome fare.



Dutch Girl symbol on refrigerated tractor trailer.

SCHNEIDER'S

43rd ANNUAL SALES CONFERENCE

JANUARY 1965



Well trained Schneider salesmen know their territories, are familiar with customer requirements.

Back row: Russ Simon, Kitchener; Jack Schriedel, Kitchener; Fred Kimmel, London; Bus McCulley, North Bay; Art Fry, Woodstock; Jim McClement, Toronto; Ron Phillips, Brampton; Jack Lang, Hanover; Harry Krueger, Windsor; Benny Couch, North Bay; Lou Narbonne, Sudbury; Harold Clements, Toronto; Doug Preston, Toronto; Bill Hunt, Toronto; Wilfred Gross, Kitchener; Ron Brunk, Kitchener; Joe Schanzenbacher, Kitchener; Ron Apel, Sarnia.

Second row from back: Ben Easton, Sarnia; Paul Lang, Kitchener; Clarrie Roth, Welland; Bill McElroy, Kitchener; Ken Wood, Belleville; Jack Wright, Orangeville; Doug MacIsaac, Kitchener; Irvin Miller, Stratford; Ivan Grein, Hanover; Ev. Myers, Mount Forest; Bob Bowman, Sault Ste. Marie; Ron Hayward, Toronto; Ernie Farnsworth, Kitchener; Alex Cunningham, Owen Sound; Jules Vinette, Montreal; Jacques Desloges, Montreal; Larry Ker, Hamilton; Gord Schnarr, Kitchener; Elmer Jantzi, Guelph; Gary Bergen, Pembroke.

Third row from back: Jack Campbell, Smiths Falls; Emil Sernissi, Toronto; Frank Ingold, Niagara Falls; Bert Lapsley, Kitchener; Len Williams, Ottawa; Goldie McNaughton, Guelph; Marshall Beland, Kapuskasing; Bernie Quesnelie, Timmins; Maurice Royle, Kirkland Lake; Emmett Pinkos, Noranda; Stan Montgomery, Bracebridge; George Draper, Toronto; Red Hopkins, Toronto; Clarke Wagner, Toronto; Pat Meraw, Richmond Hill; Bob Stevenson, Toronto; Jack Lawrence, Oshawa; Roy King, Hamilton; Gord Butler, Peterborough; Tom Rolfe, Windsor; Gord Simpson, Toronto; Jack Cation, Kingston; Jean Lalonde, Cornwall.

Fourth row: Ken Hamilton, St. Catharines; Lloyd Briscoe, Kingston; Alex Fordyce, London; Wally Dorscht, London; Harold Musselman, Huntsville; Lorne Shantz, Kitchener; Gord Collins, Kitchener; Eddie Kirk, Kitchener; Jack Rossiter, Kitchener; Reg Wand, Kitchener; Herb Clark, Kitchener; Albert Clement, Montreal; Ray McEwen, Sudbury; Wilf Reville, Sault Ste. Marie; Dick Bernhardt, Kitchener; George Burns, Galt.

good citizenship...a company, its employees and its community



EMPLOYMENT at Schneiders in many respects amounts to becoming a member of the Schneider family. This was particularly true in the early days of the company. Master sausage maker William Rohleder, for example, made J.M.'s home his home during his first years with the young firm.

Three-quarters of a century of growth make it impossible to maintain the close personal contacts with every employee which existed in J.M.'s day, but the family atmosphere is still strong at the plant.

There have been many illustrations of management's genuine concern for the welfare of employees.

Schneider employees who served with Canada's

armed forces during the Second World War received a monthly food package from the "family" back at the plant; and when they returned after the fighting ended they found their jobs waiting for them, along with a nest egg accumulated from the profit sharing dividends and bonuses which had been paid in their name during their absence.

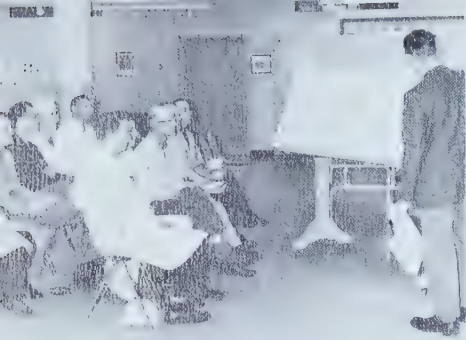
The company was well represented among those on active service in both the First and Second World Wars. One hundred and thirty-eight employees were in uniform at home and overseas during World War II. Eight lost their lives in action. Those who returned organized the Schneider Ex-Servicemen's Club, which at the present time has an active membership

of 80.

Any employee eager to further his knowledge and skills receives enthusiastic encouragement from management. Fees for many university extension and local institute courses are paid by the company.

Courses sponsored by the company go beyond areas concerned with the meat packing industry. They have included general instruction in such subjects as better citizenship and the principles of the free enterprise system. Courses of this type are held at the plant during working hours.

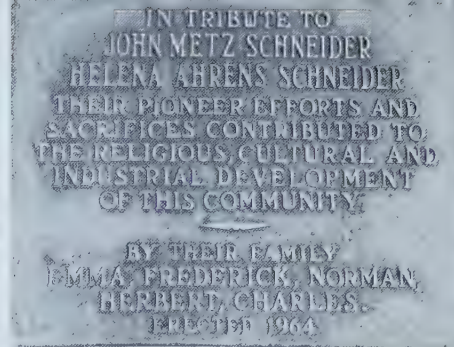
This company pays much more than lip service to its announced policy of promotion from within whenever it is possible. The firm's current



Employees attend courses at plant auditorium.



Schneider Fountain in Rockway Gardens, Kitchener, and commemorative plaque.



President, Douglas Small, began his Schneider career as a Toronto area salesman. Numerous others have worked their way into positions of responsibility and trust.

J.M.'s cautious approach to proposals for wholesale expansion of operations was at least in part based on his pre-occupation with building a sound organization, which would provide year-round employment for his "family" rather than mushrooming to peaks of activity that might fall off suddenly with disastrous results.

Success of the Schneider "family" approach is reflected in the response of employees. Of the just over 1,350 employed in its 75th anniversary year, 136 have been with the

company for more than a quarter of a century. Another 45 retired employees, members of an active company-sponsored Golden Age Club, had more than 25 years with the firm.

The Schneiders themselves are not the only ones who can point to three-generation participation in J.M.'s enterprise. There are numerous examples of "families within the family" at Schneiders – and participation is an accurate description. On the company's current list of shareholders, 250 out of the total of 270 are active or retired Schneider employees.

The pattern is maintained at management level where each member of the Board of Directors is also a Schneider employee.

J.M.'s interest in the people with whom he worked and did business went beyond the confines of his plant. His active role in community affairs made a strong impression on those who followed him. The Schneider name has been associated with a variety of projects of benefit to the Kitchener area. Members of the family and company employees have played an active role in community affairs at the local and national level.

Chairman of the Board Fred H. Schneider served the City of Kitchener as an alderman for three years, was six years on the Kitchener Public School Board.

Vice President Norman C. Schneider represented the riding of Waterloo-North in Canada's



Golden Age Club includes company's senior officers



Schneider Male Chorus at city hall, Hamilton, Ontario

House of Commons from 1952 to 1958 in the 21st, 22nd and 23rd Parliaments. Among other positions held by Norman during an active public service career were: Member of the Kitchener High School Board, director of the Kitchener area Red Cross, executive of Kitchener Federated Charities, President of the Kitchener Chamber of Commerce and Director of the Ontario Pioneer Community Foundation (DOON Pioneer Village), where a replica of a pioneer day butcher shop, contributed by the Schneider company as a Canadian Centennial project, is now being built. In addition, he played a major role in development of airport facilities in the Kitchener-Waterloo district, beginning as early as 1929

with the establishment of the old Lexington Airport and later spearheading the drive for building of the Waterloo-Wellington Airport, the first community airport in Canada and now the country's busiest non-scheduled airport.

Vice President Frederick Jr. is a member of the Township of Waterloo School Board, Secretary Treasurer of the Kitchener-Waterloo Chapter of the African Student Foundation and the Recording Secretary of the Mennonite Economic Development Associates; Vice President and Assistant General Manager Herbert Schneider serves on the Township of Waterloo Council and the Waterloo Township Planning Board; Schneider President Douglas

Small is a member of the provincial government's Ontario Food Council and a director of the Kitchener Chamber of Commerce; Sales Manager Reg. Ward is an executive member of the Canadian Tourist Association. Advertising Manager Lorne Shantz has served on the Kitchener Public School Board for 20 years, is a charter member of the Ontario School Trustees Council and was for two years President of the Public School Trustees Association of Ontario. Mr. Shantz was named "Layman of the Year" by the Kitchener-Waterloo Council of Churches for his contribution to the religious activity of the community in connection with initiation of Church and school week, a local project

which has since been organized on an Ontario-wide basis

The late Howard Volker, former Vice President and General Manager, served for many years on the Kitchener Chamber of Commerce.

Plant Superintendent Ken Murray has been a member of the Kitchener Public School Board. A number of other Schneider employees have served their community as active members of a host of service, church and social organizations. The company has left its mark and made its contribution to the community in a variety of ways.

The Schneider Memorial Fountain in Rockway Gardens on one of the main arteries

leading into Kitchener is a symbol of the family's interest in community betterment, as well as a memorial to the late J. M. Schneider. The Schneider Male Chorus has during its more than 20 years become an institution in itself with a world-wide reputation. Typically, J. M. looked upon the chorus as a public service and cultural project.

Wide participation in sports is another facet of the well rounded activities open to employees. Management encourages employees to take part in sports as a means of providing varied interests and healthful recreation, but the programs themselves are entirely employee administered. Company involvement is confined

to support in securing necessary equipment and sponsorship of social outings for teams. For the Schneiders themselves, some 30 years of active interest in one of Canada's fastest growing sports has seen them dubbed "The Skiing Schneiders". When the trails are right its almost certain you'll find a second, third or fourth generation Schneider, anywhere between ages four and 76, on the slopes.

Employees take pride in the achievements and accomplishments of their "family". The "Famous for Quality" label, in the tradition of the company's founder, can be applied well beyond the confines of the company's premises.

the third generation...maintaining a tradition



Three generations of Schneiders. In rear have the late John M. Schneider flanked by his sons Norman C., senior Vice President, left, and Fred H., Chairman of the Board, right. In front are Fred H., Development Mgr. Howard G. and Vice President and Assistant General Mgr. Herbert J., sons of Norman C.



J.M. SCHNEIDER LIMITED observes its 75th anniversary year with a third generation of the founder's family making a growing contribution and assuming increasing responsibilities in the firm's overall operations. Frederick Jr., son of Chairman of the Board Fred, and Herbert and Howard, sons of senior Vice President Norman, are carrying on in the traditions established by their grandfather.

Frederick Jr., a company Vice President, is concentrating on the general administrative area, with emphasis on financing, product costing and merchandising.

Herbert, also a Vice President, has taken on responsibilities of Assistant General Manager concerned primarily with overall efficiency in production and plant operations.

Howard, the firm's Development Manager, has most recently been concerned primarily with new techniques in the packaging field, a move which reflects the company's increasing emphasis on advanced merchandising methods. In keeping with the approach of the management team which preceded them, the third generation have acquired a full knowledge of their industry and its operations, a background which enables them to view their specific areas of responsibility

in the light of the company's overall aims and requirements. Production techniques and marketing concepts, they agree, will change. As in the past, this company is prepared to move with the times and in some areas lead the field. But as far as basic business philosophy is concerned, there is little reason to tamper with an approach which has led to development of an organization that has won: The respect and loyalty of its employees; a high regard for its integrity and efficiency in service among those who do business with it; and a "Famous for Quality" reputation for the products which it offers to its customers.

Board of Directors

F. H. Schneider
J. D. Small
A. E. Fedy
R. C. Scheifley
R. E. Wand
J. D. Rossiter
G. F. Schneider
E. H. Bull
G. P. Schneider
H. J. Schneider
W. C. Schneider
R. W. Steinberg
R. G. Murray

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J. D. Small *President and General Manager*
N. C. Schneider *Senior Vice President*
F. P. Schneider *Vice President*
H. J. Schneider *Vice President*
R. E. Fedy *Treasurer*
R. C. Scheifley *Secretary*

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E. Kirk *Ass't Sales Manager*
G. J. Simpson *General Sales Supervisor*
J. F. McClement *Toronto Sales Office Manager*
A. Clement *Montreal Office*
J. W. Kirkland *Credit Manager*
H. Bergen *Claims Manager*
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G. S. Moss *By-Products Manager*
D. C. Jamieson *Office Manager*
N. J. Long *Personnel Manager*
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R. W. Steinberg *Plant Engineer*
N. Reimer *Chief Power Engineer*
H. F. Asmussen *Mechanical Superintendent*
K. G. Murray *Plant Superintendent*
H. G. Schneider *Development Manager*

